

Amendments to the Claims

This listing of the claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) An advertisement information providing system comprising:

a distribution module comprising:

a first registration accepting device ~~which accepts registration of~~ for registering
an advertisement information to be output as advertisement from outside;

an advertisement information accumulating device ~~which accumulates for storing~~
the registered advertisement information ~~registered by the first registration accepting~~
device for a predetermined period of time;

an outputting device ~~which outputs for transmitting~~ the advertisement information
stored in the advertisement information accumulating device; to a transmitting medium;

a ranking device ~~which generates a~~ for generating ranking information indicating
a rank of the registered advertisement information; ~~and~~

a notice device configured to generate a removal notice when the rank of the
advertisement information is under a predetermined rank and the advertisement
information is stored for more than the predetermined period of time in the advertisement
information accumulating device; and

an output module including

a consumer terminal comprising:

~~said transmitting medium used for distributing an output distribution~~
information;

an ~~obtaining device which~~ interface portion configured to communicate
with the distribution module and process the advertisement information transmitted by the
outputting device; obtains said output distribution information from said transmitting medium;
and

an information outputting device which outputs said a display configured
to display the advertisement information processed by the interface portion, included in said
obtained distribution information.

2. (Canceled)

3. (Currently Amended) The advertisement information providing system according to claim 1, wherein ~~said output module the consumer terminal further includes comprises:~~

a voting accepting device which accepts for processing a voting information provided by a user of the consumer terminal, wherein for ranking said output advertisement information; and

a voting outputting device which outputs the interface portion transmits data based on the voting information to the distribution module for processing by the ranking device, wherein the rank of the registered advertisement information is based on the data transmitted by the interface portion, indicating the content of said accepted voting to said distribution module through said transmitting medium, wherein

the ranking device which ranks each of said advertisement information based on said output voting information; and

said distribution module further includes:

a ranking distribution device which distributes said generated ranking list information to each of said output module.

4-7. (Canceled)

8. (Currently Amended) The advertisement information providing system according to claim 1, wherein the distribution module further comprises:

a second registration accepting device that accepts payment of registration fee which is to be paid by from an advertiser who distributes said advertisement information to each of said output module consumer terminal, and accepts payment of re-registration fee which is to be paid when the advertisement information is removed from an upper rank accumulating device.

9-37. (Canceled)

38. (Currently Amended) The advertisement information providing system according to claim 1, wherein the distribution module further comprises:

a first upper rank accumulating device which accumulates the advertisement information having higher rank than a predetermined rank ~~on the base of the ranking list information.~~

39. (Currently Amended) The advertisement information providing system according to claim 38, wherein the distribution module further comprises:

a new accumulating device which accumulates said advertisement information registered newly; and

a second upper rank accumulating device which accumulates only pieces of said advertisement information having higher rank than the predetermined rank, and

wherein said advertisement information accumulated in both said upper rank accumulating device and said new accumulating device is ~~output~~ transmitted to the consumer terminal.

40. (Currently Amended) The advertisement information providing system according to claim 1, wherein the ~~output module~~ consumer terminal is configured to process voting information for ~~[[a]]~~ ranking of the advertisement information.

41. (Currently Amended) The advertisement information providing system according to claim 1, further including a new matter accumulating device ~~coupled to the advertisement information providing system, the new matter accumulating device being~~ configured to output simultaneously a newly registered advertisement information and a generally liked advertisement information.

42. (Currently Amended) The advertisement information providing system according to claim 1, wherein the advertisement information is in ~~[[a]]~~ plurality of languages.

43. (Previously Presented) The advertisement information providing system according to claim 1, wherein the distribution module includes a catalog information output device.

44. (New) The advertisement information providing system according to claim 1, wherein the distribution module further comprises a ranking distribution device configured to provide said ranking information to said consumer terminal.